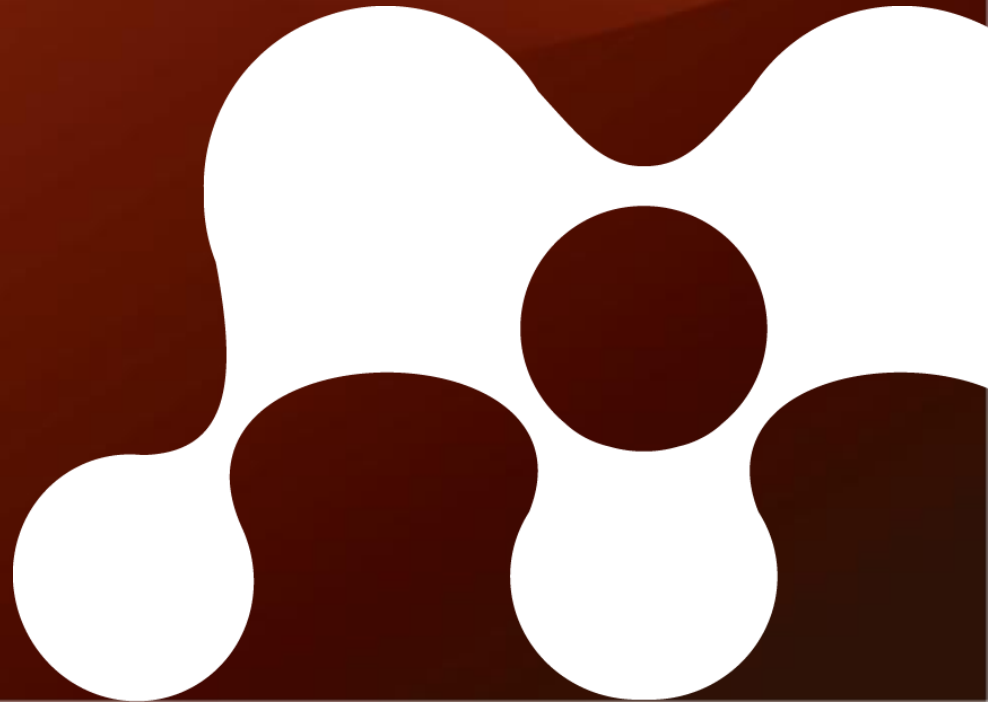


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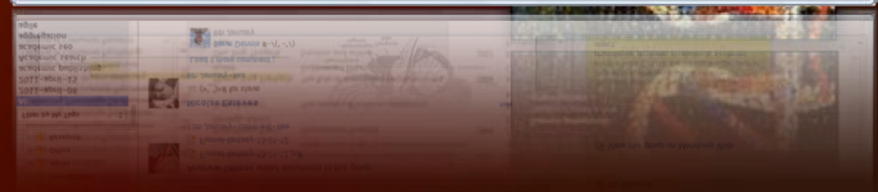
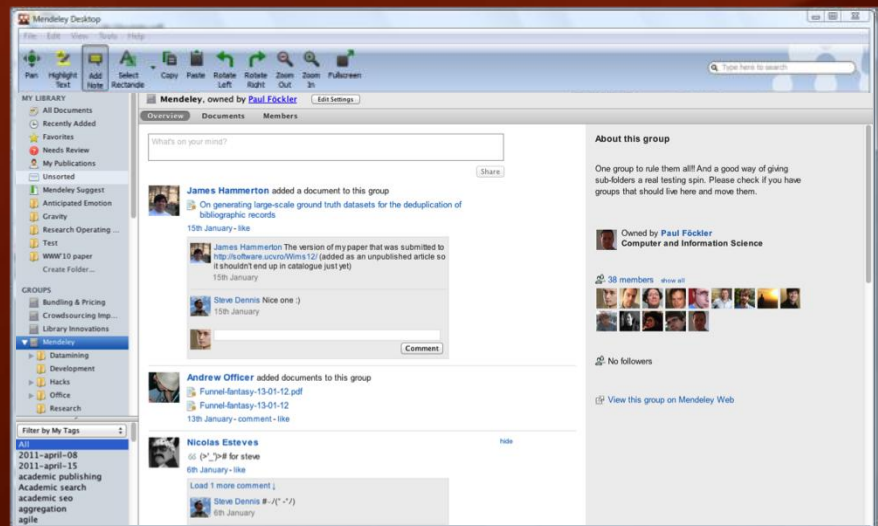
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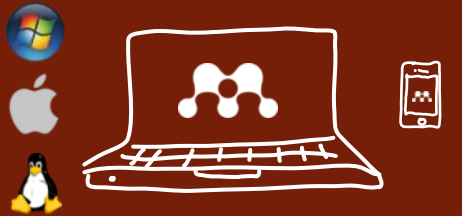




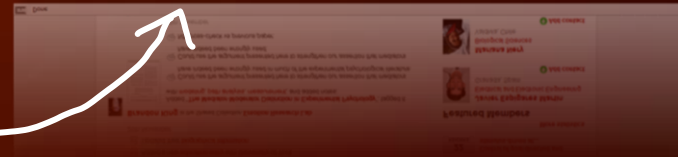
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In two longitudinal experiments, conducted both in the field and lab, we investigated the recollection of mixed emotions. Results demonstrated that the intensity of mixed emotions is generally underestimated at the time of recall—an effect that increases over time and does not occur to the same degree with unipolar emotions. Of note, the decline in memory of mixed emotions is distinct from the pattern found for memory of negative emotions, implying that the recall bias is diagnostic of the complexity of mixed emotions rather than of any association with negative affect. Finally, the memory decay effect was driven by the felt conflict aroused by the experience of mixed emotions.

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JENNIFER AAKER
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In two longitudinal experiments, conducted both in the field and lab, we investigated the recollection of mixed emotions. Results demonstrated that the intensity of mixed emotions is generally underestimated at the time of recall—an effect that increases over time and does not occur to the same degree with unipolar emotions. Of note, the decline in memory of mixed emotions is distinct from the pattern found for memory of negative emotions, implying that the recall bias is diagnostic of the complexity of mixed emotions rather than of any association with negative affect. Finally, the memory decay effect was driven by the felt conflict aroused by the experience of mixed emotions.

Imagine you are at Disneyland about to board the Space Mountain ride. As you climb into your rocket, you feel joy and apprehension—a mixed feeling that persists even after the ride is over. You grip the safety bar, at once thrilled (the music is pumping, the lights are pulsing) and frightened (a semirational fear: people have been thrown from their rockets before). You leave the Space Mountain ride dizzy with mixed emotions. How will you recall your experience a week later? Will you remember the mixed emotions experienced on the ride? Or will the memory of those mixed emotions fade?

Indeed, many of life's most important events are defined by a mix of emotions—both positive and negative. Consider graduation from college ("I'm making progress, but leaving my friends and family"), moving ("I'm starting a new life, but losing my old one"), or achieving major life goals ("I'm thrilled to have reached the destination, but am sad the journey is over"). Increasingly, researchers have begun to explore the nature of these mixed emotional experiences. One

stream of research has examined whether people can feel positive and negative emotions simultaneously. This research suggests that mixed emotions can be experienced jointly (e.g., Andrade and Cohen 2007; Larsen et al. 2004; Priester and Petty 1996; Thompson, Zanna, and Griffin 1995), particularly during periods of transition (e.g., moving out of a college dorm) and when exposed to specific stimuli (e.g., watching the film *Life Is Beautiful*; Larsen, McGraw,

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Life events as mixed emotions

explored when people are e.g., Fong and Tiedens (2001) and Aaker (2002). In the background, chronic in- ternal states can all moderate how emotions are felt. For example, Buddhist philosophies emphasize mixed emotions relative to attachment and Christianity

research has addressed the nature of emotional states defined by both positive and negative emotions) are recalled, leaving unanswered many foundational questions regarding

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*Jennifer Aaker is the General Atlantic Professor of Marketing at Stanford University, Graduate School of Business, 518 Memorial Way, Stanford, CA 94395 (aaker@gsb.stanford.edu). Aimee Drolet is associate pro-

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Bosmans, A., & Baumgartner, H. (2005). Goal-Relevant Emotional Information: When Extraneous Affect Leads to Persuasion and When It Does Not. *Journal of Consumer Research*, 32(3), 424-434. doi:10.1086/497554

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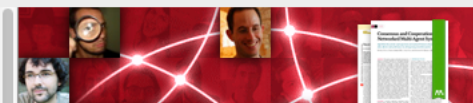
K D Vohs, T F Heatherton in *Psychological Science* (2000)

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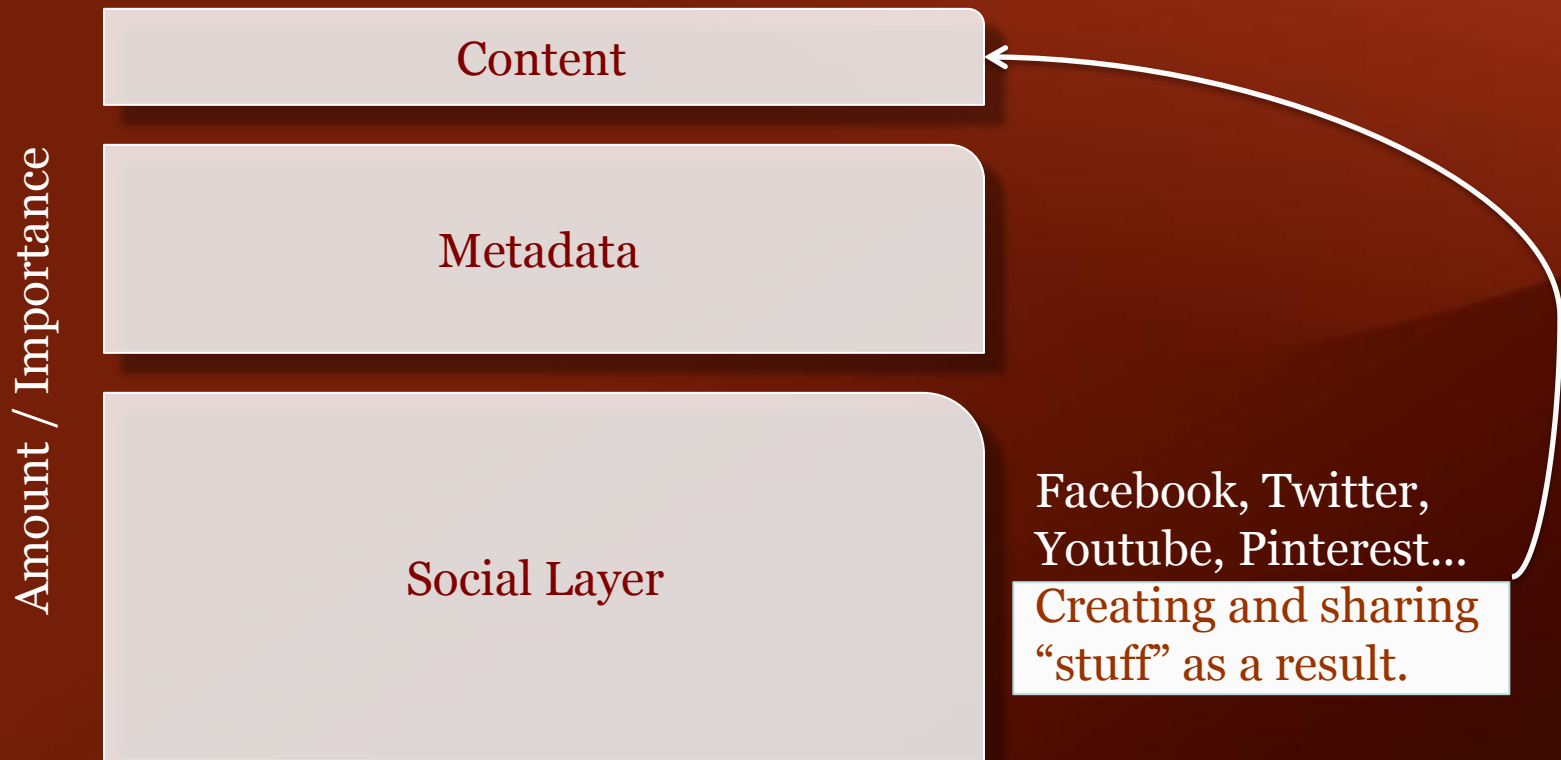
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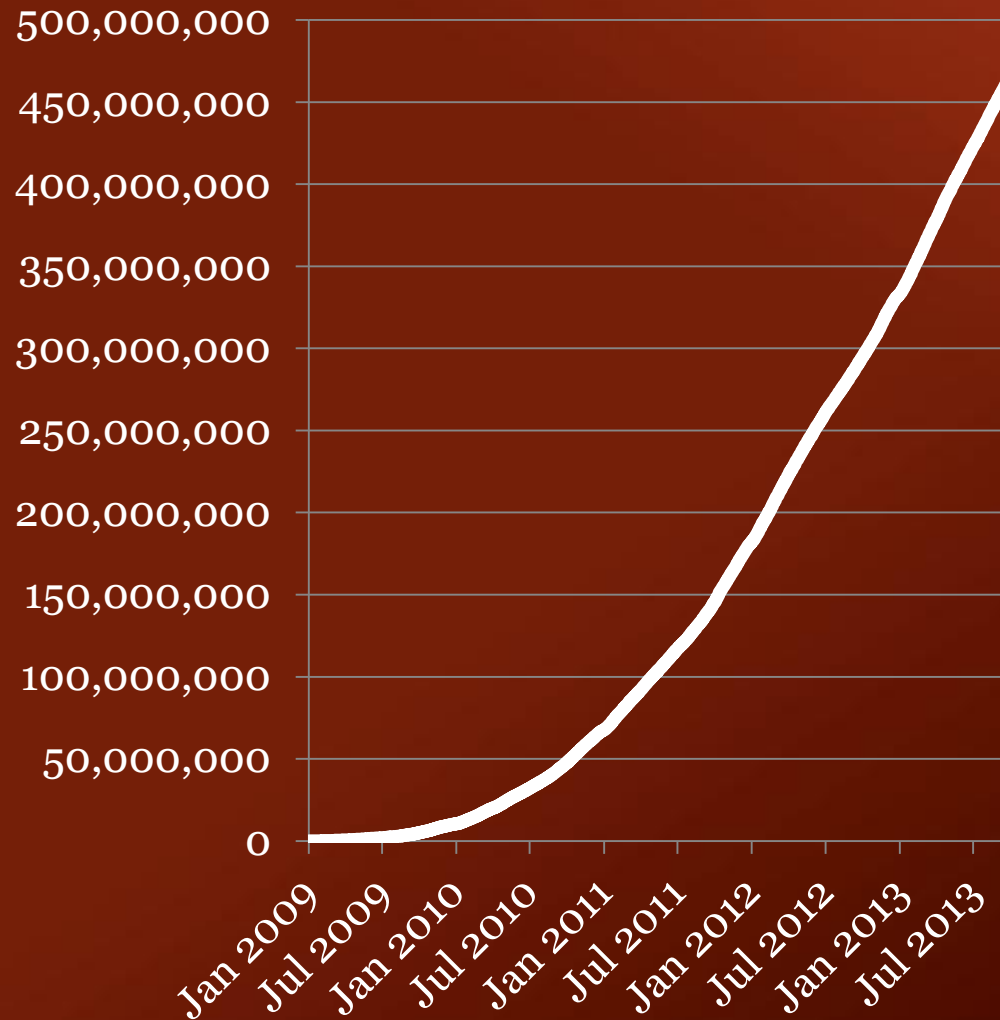
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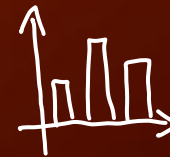
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tags/notes

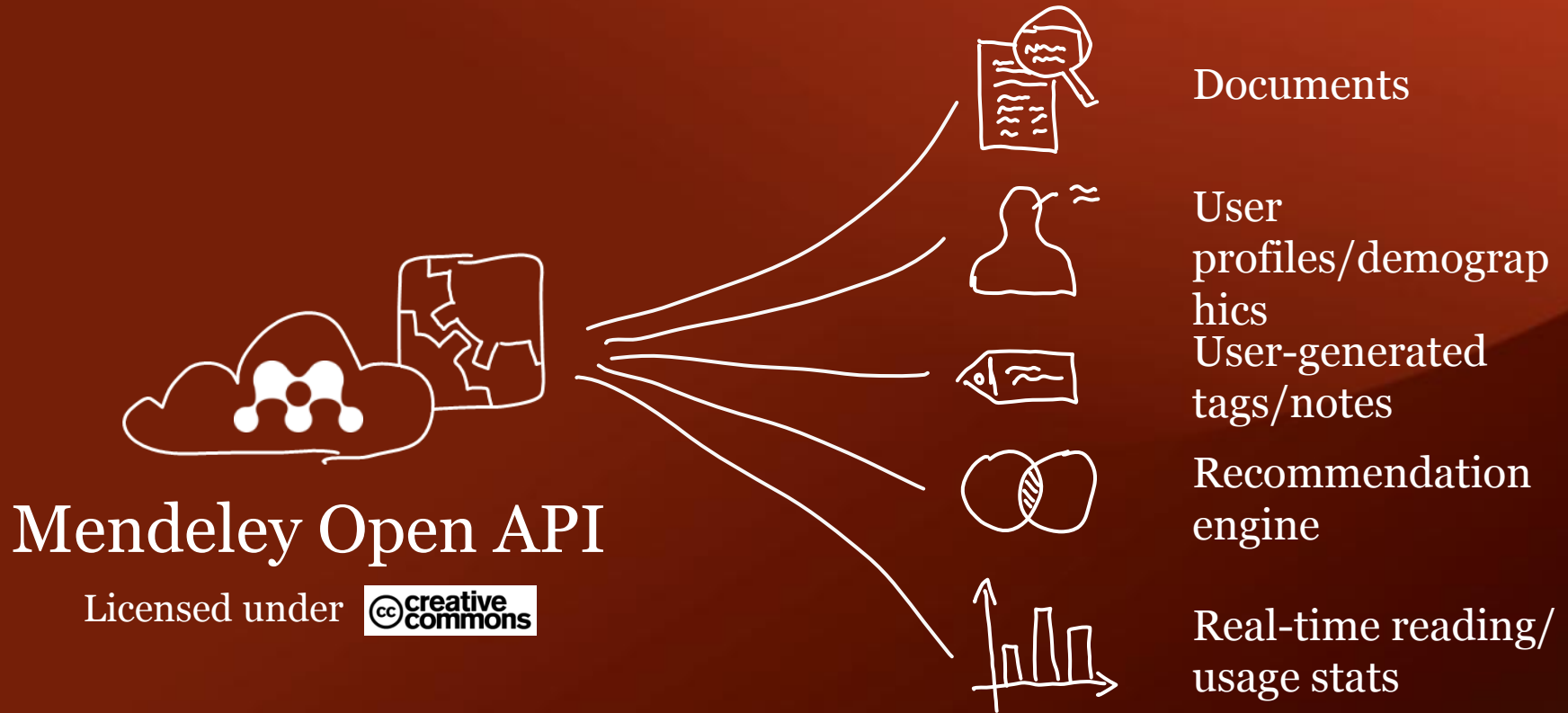


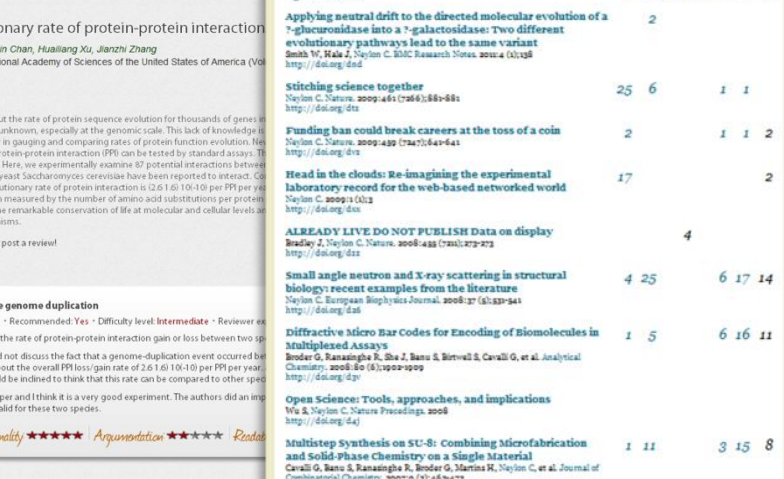
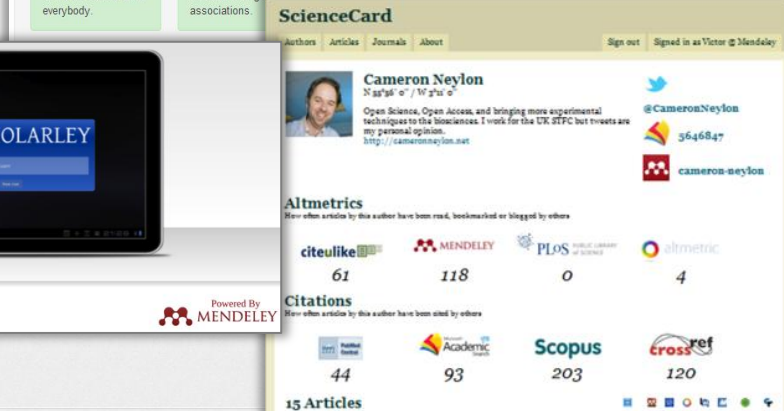
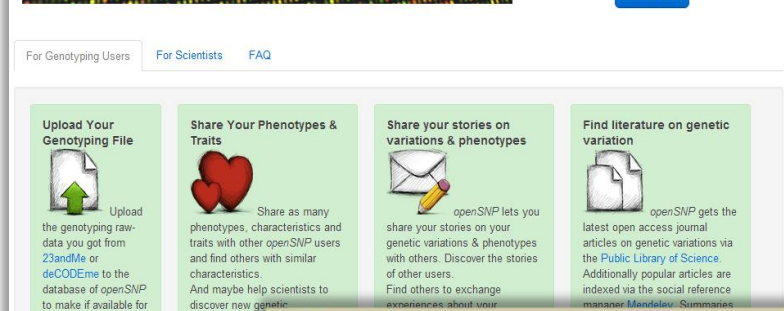
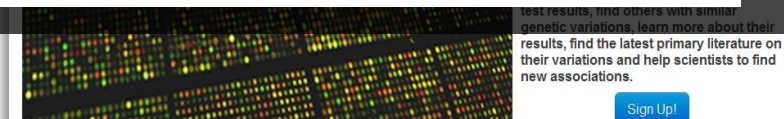
Recommendation
engine



Real-time reading/
usage stats

We're turning our database into an app platform:





Sharing Mendeley libraries with third-party clients



"Great app! Indispensable for academic works!"
Federico Viola

"As an academic with a terrible memory for names and dates, I expect having access to my mendeley database in my pocket will be a real lifesaver!"
Stefan Berteau



KinSync beta

Home Features About Login

Simplify your life by automatically sending documents from Mendeley to your Kindle.

The diagram shows two yellow clouds at the top. The left cloud contains the word "Mendeley" and the right cloud contains the words "Your preferences". Arrows from both clouds point down to a central purple logo that says "KinSync". An arrow from the "KinSync" logo points down to a small image of a Kindle device.

[+ Connect your Kindle for free](#)

★ Automatically resize pdf's to fit your Kindle screen **NEW**

Sharing Mendeley readership statistics with altmetrics tools

[Home](#)[Plans & Pricing](#)[Altmetric Explorer](#)[Services for Publishers](#)[Free Bookmarklet](#)[About us](#)[Sign in](#)

Scientists talk. Let's listen.

We make article level metrics easy.

A screenshot of the Altmetric Explorer interface. It features a white card with four article entries, each with a circular icon containing a number representing the number of conversations. The entries are: 1. "Timing of onset of cognitive decline: results from Whitehall II prospective cohort study" by BMJ, with 31 conversations. 2. "Recent developments in US patent law" by Physics Today, with 31 conversations. 3. "Adverse Effects of Robotic-Assisted Laparoscopic Versus Open Retropubic Radical Prostatectomy Among a Nationwide Random Sample of Medicare-Age Men" by Journal of Clinical Oncology, with 54 conversations. 4. "Differential oestrogen receptor binding is associated with clinical outcome in breast cancer" by Nature, with 30 conversations. To the right of the card, there is text describing the Altmetric Explorer and a blue button labeled "Find out more »".

The [Altmetric Explorer](#) is a powerful web app that allows you to track the conversations around scientific articles online.

Altmetric collects and analyzes hundreds of thousands of postings about tens of thousands of articles and datasets each month.

It makes this data available to end users through an intuitive user interface and to developers [through an API](#).

[Find out more »](#)

Our products



Li, X., Thelwall, M., & Giustini, D. (2011). Validating online reference managers for scholarly impact measurement. *Scientometrics*.

- Sample: 1,613 articles published in *Nature* and *Science* in 2007
- Data collection took place in July 2010
- Mendeley covered 93.8% of *Nature* articles and 92.8% of *Science* articles

Table 4 Spearman correlations for Nature articles (* statistically significant at the 5% level, ** statistically significant at the 1% level, $n = 793$)

	WoS_citations	GS_citations	CiteULike	Mendeley
WoS_citations	1	0.957**	0.366**	0.559**
GS_citations		1	0.396**	0.592**
CiteULike			1	0.588**
Mendeley				1

Table 5 Spearman correlations for Science articles (* statistically significant at the 5% level, ** statistically significant at the 1% level, $n = 820$)

	WoS_citations	GS_citations	CiteULike	Mendeley
WoS_citations	1	0.931**	0.304**	0.540**
GS_citations		1	0.381**	0.603**
CiteULike			1	0.665**
Mendeley				1

Correlations between Mendeley readership data and Web of Science / Google Scholar citation counts:

.540** to .603**

Abstract
This paper reports the results of a study of 1,397 Genomics & Genetics articles published in 172 different journals in 2008. The study compares the performance of Mendeley, a social networking site for researchers, with traditional bibliometric indicators (FFa, Evaluators, WoS, GS, Scopus, CiteULike, JIF). The results show that Mendeley is a good indicator of article quality, and that it is highly correlated with the other indicators. The study also shows that Mendeley is a good indicator of article impact, and that it is highly correlated with the other indicators. The study concludes that Mendeley is a good indicator of article quality and impact, and that it is highly correlated with the other indicators.

Li, X., & Thelwall, M. (2012). F1000, Mendeley and Traditional Bibliometric Indicators. *17th International Conference on Science and Technology Indicators* (Vol. 3, pp. 1–11).

- Sample: 1,397 articles published in 172 different journals in 2008
- Data collection took place in January 2012
- Mendeley covered 99.5% of articles

Table 3 Spearman correlations for all and all non-anomalous Genomics & Genetics articles (* = statistically significant at the 5% level, ** = statistically significant at the 1% level, upper n = 1397, lower n = 1245).

	FFa	Evaluators	WoS	GS	Scopus	Mendeley	CiteULike	JIF
FFa		.609**	.295**	.290**	.293**	.309**	.127**	.359**
Evaluators	.622**		.251**	.241**	.249**	.271**	.093**	.350**
WoS	.303**	.267**		.985**	.992**	.686**	.345**	.577**
GS	.295**	.253**	.987**		.987**	.694**	.377**	.555**
Scopus	.300**	.265**	.993**	.987**		.682**	.346**	.572**
Mendeley	.310**	.288**	.785**	.782**	.779**		.586**	.521**
CiteULike	.127**	.081**	.416**	.436**	.413**	.561**		.121**
JIF	.369**	.353**	.583**	.562**	.578**	.558**	.146**	

Table 4 Spearman correlations for anomalous Genomics & Genetics articles (* = statistically significant at the 5% level, ** = statistically significant at the 1% level, upper n = 72, lower n = 80).

	FFa	Evaluators	WoS	GS	Scopus	Mendeley	CiteULike	JIF
FFa		.367**	.255*	.240*	.240*	.246*	.186	.248*
Evaluators	.527**		.227	.211	.224	.238	-.157	.257*
WoS	.294**	.242*		.991**	.993**	.934**	.213	.689**
GS	.316**	.264*	.921**		.992**	.931**	.242	.701**
Scopus	.292**	.238*	.935**	.975**		.930**	.231	.697**
Mendeley	.328**	.316**	.856**	.805**	.787**		.234	.649**
CiteULike	.095	.160	.407**	.409**	.355**	.652**		.519*
JIF	.212	.307**	.418**	.349**	.408**	.355**	-.067	

Correlations between Mendeley readership data and Web of Science / Scopus / Google Scholar citation counts:

- .682** to .694** for the entire sample
- .930** to .934** for extremely highly-cited and frequently-read articles



Bar-Ilan, J. (2012). JASIST@mendeley. *ACM Web Science Conference 2012 Workshop*. Evanston, IL.
<http://altmetrics.org/altmetrics12/bar-ilan/>

- Sample: 1,637 articles published in the Journal of the American Society for Information Science and Technology (JASIST) from 2001-2011
- Data collection took place in April 2012
- Mendeley covered 97.2% of articles

Correlation table:

<i>Spearman correlations</i>	Mendeley readers
Web of Science citations	.458**
Scopus citations	.502**
Google Scholar citations	.519**

Sharing Mendeley research activity with other collaboration tools

The screenshot shows the Hojoki web application interface. The browser address bar displays `http://test.hojoki.com/#/p56/`. The page title is "Hojoki".

Left Sidebar:

- Logo: *hojoki*
- My Cloud
- Building a spaceship** (selected workspace)
- Moon
- Solar
- Create workspace

Main Content Area:

Building a spaceship

What's up...?

- Martin Böhringer created a image in All Files**
 [mouse-icon.png](#)
12 minutes ago in shared with Building a spaceship
- Martin Böhringer created a image in All Files**
 [patrick.png](#)
13 minutes ago in shared with Building a spaceship
- Adam created a comment on Ticket #3219: Hojoki Mo...**
 Hi Fabio,

Thanks for the report.
Can you tell me if this happens for you all the time and on what services it [more](#)
5 hours ago in shared with Building a spaceship
- patrick (at hojoki.com) committed a changeset in hojoki.mobile**
 [733: small CSS change for stream loading indicator on b...](#)
4 days ago in shared with Building a spaceship
- Thilo Schmalfuß committed a changeset in hojoki.mobile**
 [732: removed old oauthShare related code.](#)
4 days ago in shared with Building a spaceship
- Martin Böhringer created a image in Mockups**
 [ios_push_notification.png](#)
Thu, 12 Jul 2012 6:20pm in shared with Building a spaceship
- Martin Böhringer created a folder in All Files**
 [Mockups](#)
Thu, 12 Jul 2012 6:19pm in shared with Building a spaceship

Right Sidebar:

Search

Filter for types

- Code
- Conversations
- Files & folders

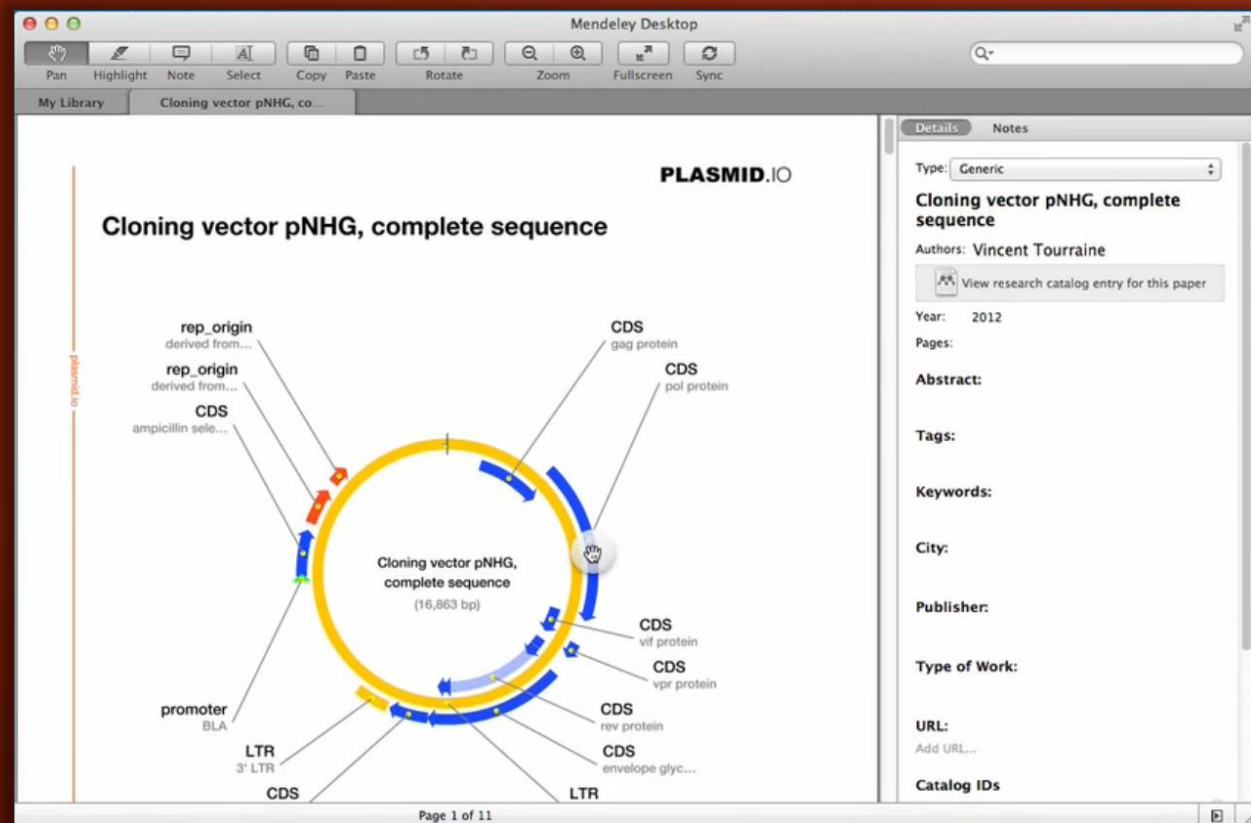
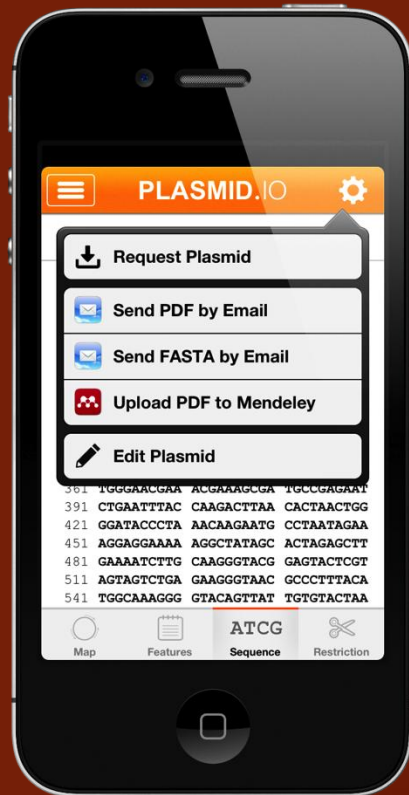
Filter for recent people

-

Recent files & folders

- Hojoiki
- ios_push_notification.png
- Mockups
- mouse-icon.png
- patrick.png

Letting any tool share data with Mendeley users





Elsevier and Mendeley coming together

Content and workflow tools that improve the **efficiency and outcomes** for researchers

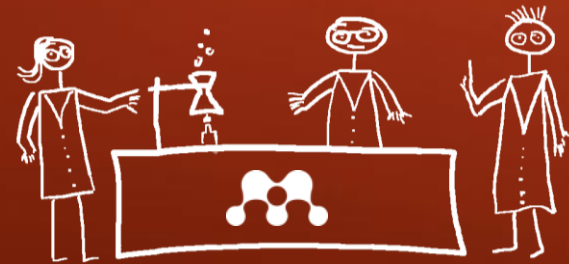


User interface
Content “back-end”
Social “back-end”

Combining content and data with technology is
incredibly powerful!

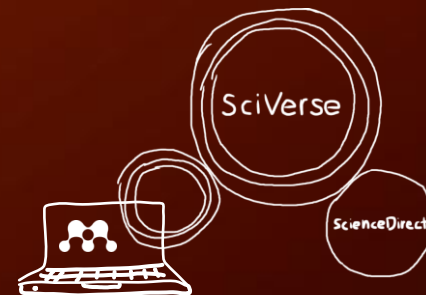
For our users:

Free storage upgrades



Increased collaboration limits
(initially just for Mendeley Advisors)

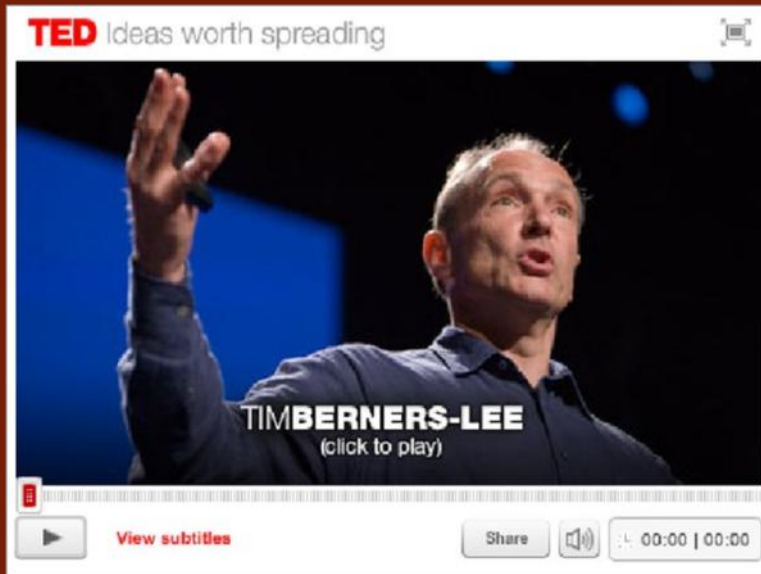
New iOS app with
annotations & highlights



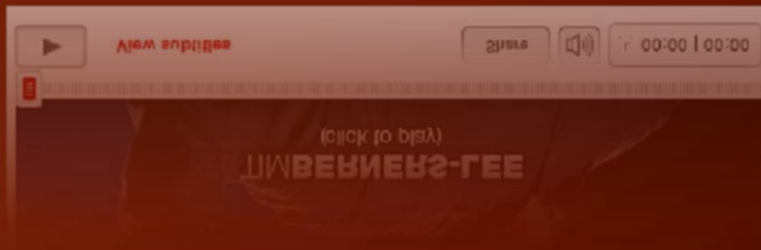
Integration with
ScienceDirect/Scopus



- Solve meaningful problems for our users
- Combine content with technology
- Create an awesome user experience



But a lot of the state of knowledge of the human race is sitting in the conscious of the huge challenges scientists' computers and is — that human society has now — currently not shared. We need to get it unlocked so we can tackle the brain for Alzheimer's. those huge problems."



THANK
YOU!

www.mendeley.com

